

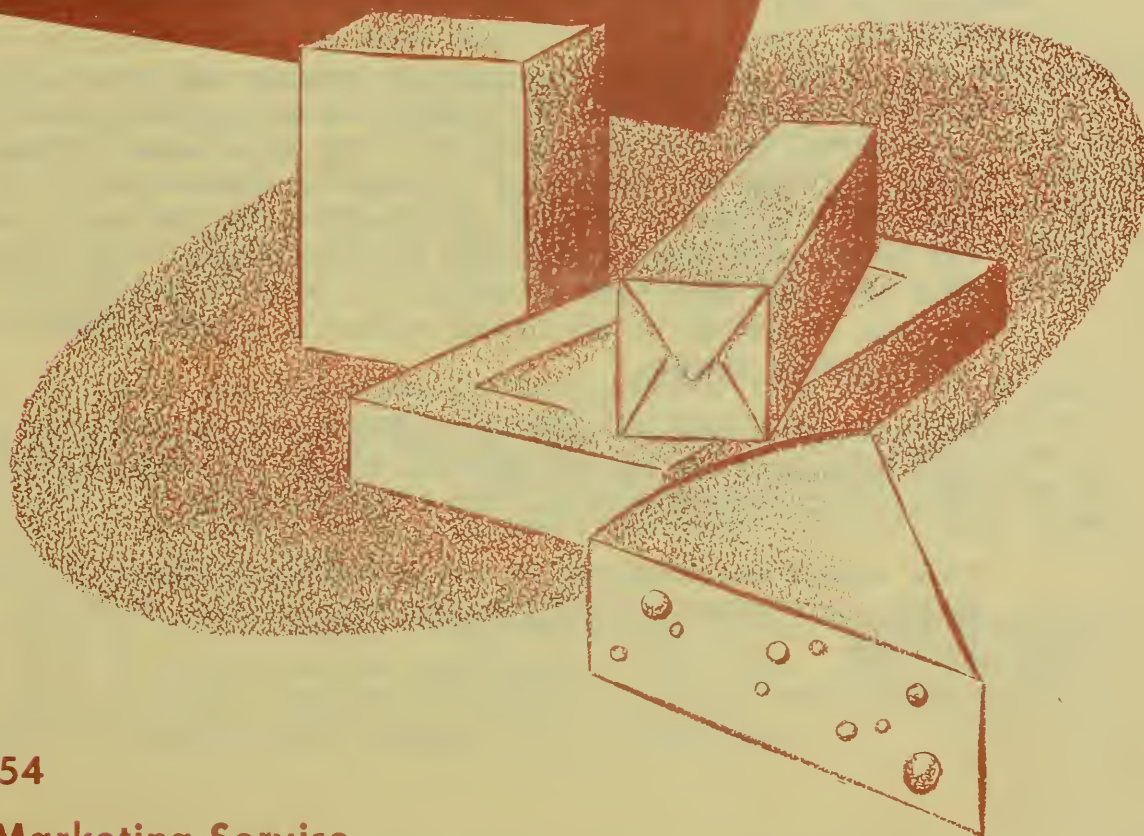
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U. S. DEPARTMENT OF AGRICULTURE

Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, September 1954



November 1954

Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This report is one in a series of monthly reports, first published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the dairy industry and the U. S. Department of Agriculture. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. It should be noted that the data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Recently, additional data for butter and margarine were summarized from records of the contractor for the months April 1953 through January 1954. Prior to April 1954, the number of families in the sample used in making estimates was about 4,300.

In order to maintain comparability between the data obtained prior to April 1954 and the current data, the back data were adjusted to the new sample level. The adjustment was made by tabulating reports from both consumer samples--the old and the new--for a period of months to obtain the relationship between the level of purchases reported by each sample. The ratios thus obtained were used to adjust the April 1953-January 1954 monthly estimates to the level currently reported from the 5,800 family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Marketing Research Division, Market Development Branch, of the Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, SEPTEMBER 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter purchases by American households during September 1954 were reported larger than in the same month a year ago for the sixth successive month. On the other hand, margarine purchases for household use during September 1954 and the 5 preceding months were down from the same months of 1953.

This indicated purchase pattern for butter and margarine during 1953 and 1954 is based on two samples of households--see preface for details--which are felt to be comparable within reasonable limits in showing changes from a year ago.

Householders bought over 60 million pounds of butter during a 4-week period of September 1954, up more than 5 million pounds, or 10 percent, from purchases in the comparable period in September 1953. For the period April-September 1954, butter purchases for household use were almost 7 percent larger than in the corresponding period a year earlier. This indicated April-September 1954 gain in household purchases of butter from the 1953 level was about the same as the rise in total civilian disappearance of creamery butter as reported by the Department. It is estimated that close to 60 percent of total creamery butter disappearance is accounted for by household use.

Purchases of butter for household use in September 1954 were 2.5 million pounds larger than in the preceding month and apparently at the highest 4-week level in the past 18 months (table 1), although data for February and March 1954 are not available. Average prices for butter reported by households in the survey were 66.4 cents per pound, fractionally higher than in the 4 preceding months.

About 43 percent of all families reported buying butter during September, compared with 46 percent in the same month a year ago. Those families buying butter, however, reported a sizable increase over September 1953 in frequency of purchase and average size of purchase.

Margarine purchases for household use were reported at close to 88 million pounds during the September 1954 period, down 4 percent from the 91.1 million pounds purchased in the corresponding weeks of 1953. Estimated household purchases of margarine for the period April-September 1954 were 6 percent less than in April-September 1953.

Householders bought 5 million pounds more of margarine in September than a month earlier. The average of prices paid for margarine was unchanged from August to September, but at 26.8 cents per pound was about 1 cent above prices reported a year ago (table 2).

The percentage of families buying margarine increased slightly from August to September, but in September was still below a year ago. Families buying margarine continued to make fewer purchases than a year earlier but reported virtually no change in average size of purchases.

In September 1954, about 58 percent of all families reported buying margarine compared with 43 percent buying butter. Eighteen percent of all families reported buying both butter and margarine, while 17 percent reported purchases of neither.

Information on household purchases of cheese and nonfat dry milk solids is not available for months prior to April 1954. September 1954 comparisons for these products are necessarily restricted to the preceding months back to April 1954.

American householders bought an estimated total of 50 million pounds of natural and processed cheese (purchased weight basis) in the 4 weeks of September 1954. This total was 3.5 million pounds higher than for the similar period of August 1954.

Natural cheese purchases increased 2.2 million pounds in September from the preceding month. Consumers bought considerably more natural American, Swiss, and cream cheese than a month earlier, and about the same amount of natural "other" varieties of cheese (table 4).

Purchases of processed cheese, including cheese foods and cheese spreads, in September 1954 were also reported larger than a month earlier. The 1.3 million pound increase was reflected in about equally proportionate gains in purchases of processed cheese, cheese foods, and cheese spreads (table 5).

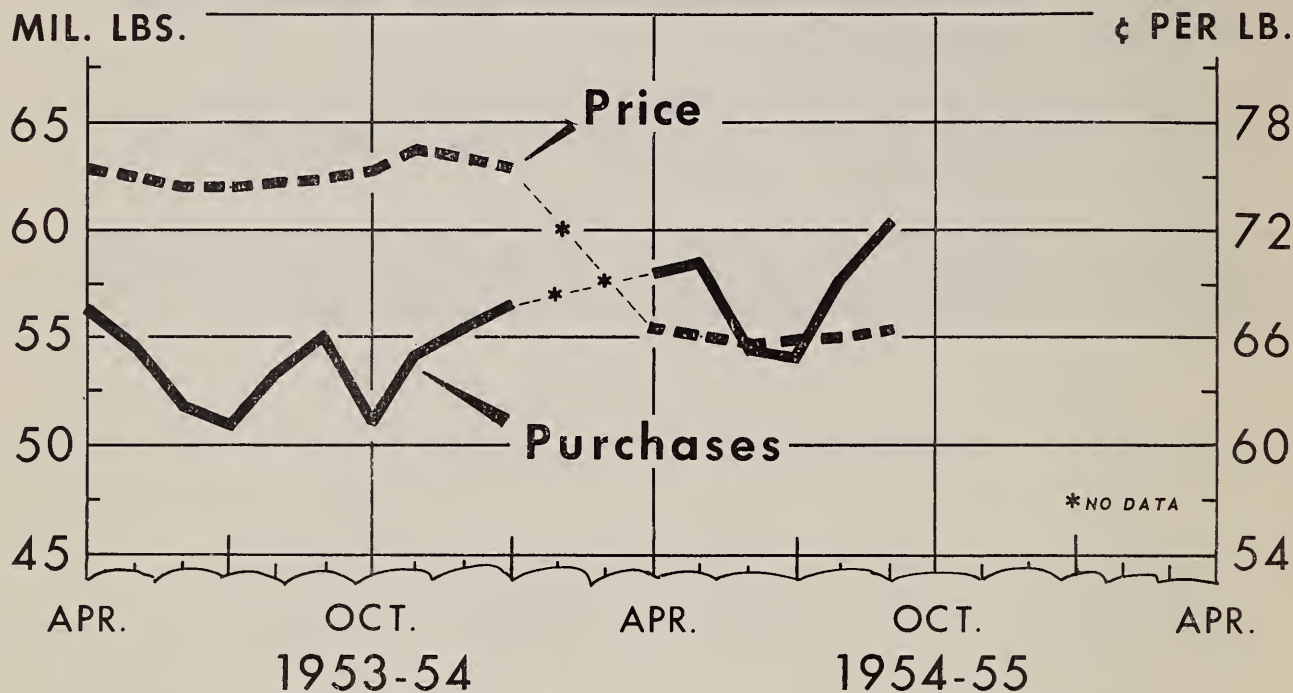
Average prices reported paid by householders for the various natural and processed cheese types tended to be somewhat lower in September than in August. Two exceptions to this were the reported unchanged price for cheese spreads and an increase in the average price for natural "other" varieties.

Cottage cheese purchases, not included in the cheese totals above, were estimated at 31.7 million pounds in September 1954, down more than a million pounds from a month earlier. Household purchases of this item have declined each month from May through September (table 6). Prices for cottage cheese, 21.1 cents per 12-ounce unit, and average size of purchase, 15.7 ounces, have been remarkably steady over the 6-month period April-September 1954.

Household purchases of nonfat dry milk solids, which were around 9.5 million pounds in June, July and August, increased during September to almost 10 million pounds (table 7).

Consumers reported a price increase of over 1 cent per pound for nonfat dry milk solids from August to September. This higher price followed 4 successive fractional monthly declines in the average price.

HOUSEHOLD PURCHASES AND PRICES OF BUTTER



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1103-54 (10) AGRICULTURAL MARKETING SERVICE

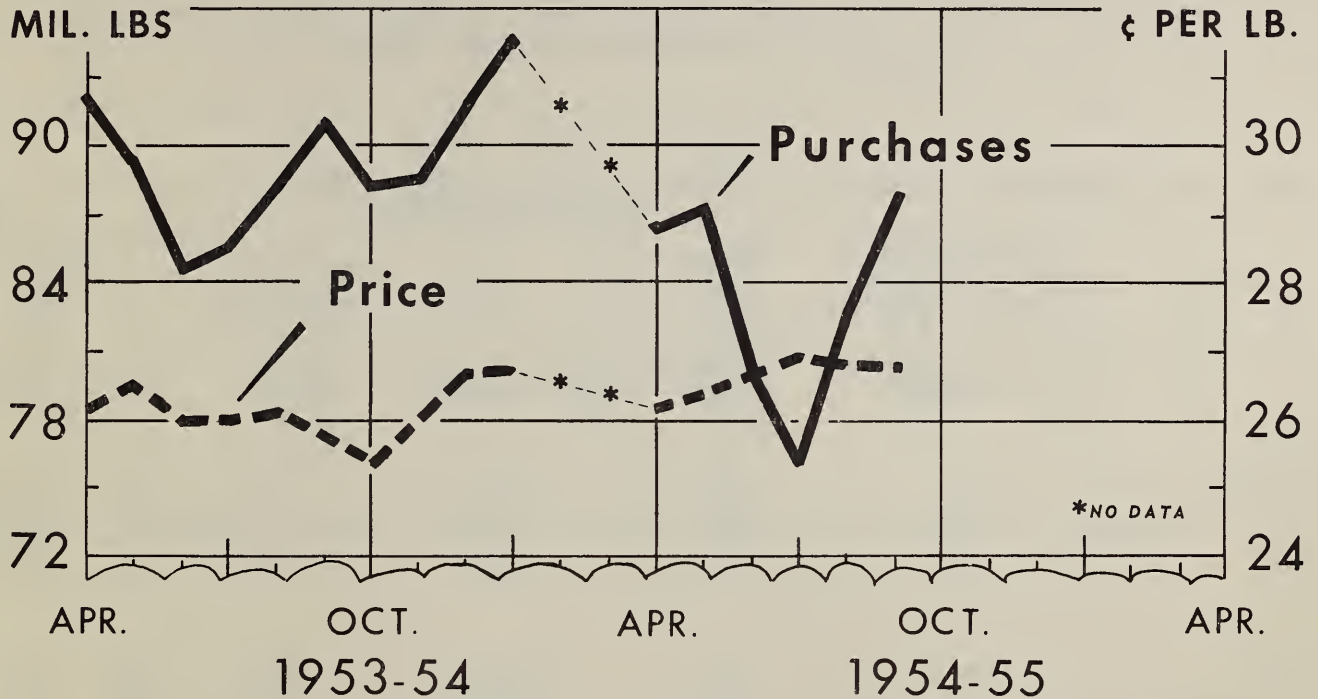
Table 1. --Butter: Household purchases and average price per pound, U. S., 4-week periods

| Period | Quantity purchased | | | | Average price paid | | Percentage of all families buying | | Per buying family | | | |
|----------------|--------------------|----------------|----------------------|---------|--------------------|---------|-----------------------------------|---------|-------------------|---------|-----------------------|---------|
| | Total | | Per 1,000 population | | per pound | | families buying | | Purchases | | Quantity per purchase | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Pounds | Pounds | Cents | Cents | Percent | Percent | Number | Number | Pounds | Pounds |
| April----- | 58.0 | 56.2 | 367 | 369 | 66.6 | 75.4 | 44.0 | 44.7 | 2.74 | 2.71 | 1.09 | 1.06 |
| May----- | 58.5 | 54.7 | 371 | 359 | 66.0 | 75.0 | 42.8 | 43.5 | 2.80 | 2.75 | 1.10 | 1.04 |
| June----- | 54.5 | 51.9 | 345 | 340 | 65.7 | 74.5 | 41.4 | 42.7 | 2.72 | 2.64 | 1.09 | 1.04 |
| July----- | 54.2 | 50.9 | 341 | 332 | 65.8 | 74.5 | 42.2 | 43.3 | 2.65 | 2.58 | 1.09 | 1.04 |
| August----- | 57.9 | 53.3 | 364 | 348 | 66.0 | 74.7 | 43.3 | 44.2 | 2.81 | 2.67 | 1.08 | 1.03 |
| September----- | 60.4 | 55.1 | 379 | 360 | 66.4 | 74.9 | 43.1 | 45.9 | 2.86 | 2.69 | 1.09 | 1.03 |
| October----- | | 51.0 | | 331 | | 75.3 | | 43.7 | | 2.59 | | 1.02 |
| November----- | | 54.4 | | 353 | | 76.6 | | 44.8 | | 2.65 | | 1.04 |
| December----- | | 55.5 | | 361 | | 76.0 | | 44.4 | | 2.68 | | 1.05 |
| January----- | | 56.6 | | 367 | | 75.6 | | 42.8 | | 2.90 | | 1.04 |
| February----- | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ |
| March----- | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ |

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

HOUSEHOLD PURCHASES AND PRICES OF MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1104-54 (10) AGRICULTURAL MARKETING SERVICE

Table 2.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

| Period | Quantity purchased | | | | Average price paid per pound | | Percentage of all families buying | | Per buying family | | | |
|----------------|--------------------|----------------|----------------------|---------|------------------------------|---------|-----------------------------------|---------|-------------------|---------|-----------------------|---------|
| | Total | | Per 1,000 population | | | | | | Purchases | | Quantity per purchase | |
| | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 | 1954-55 | 1953-54 |
| | Million pounds | Million pounds | Pounds | Pounds | Cents | Cents | Percent | Percent | Number | Number | Pounds | Pounds |
| April----- | 86.3 | 92.1 | 546 | 605 | 26.2 | 26.2 | 56.4 | 58.6 | 2.38 | 2.47 | 1.45 | 1.43 |
| May----- | 87.1 | 89.1 | 551 | 584 | 26.4 | 26.5 | 56.4 | 57.7 | 2.39 | 2.45 | 1.44 | 1.42 |
| June----- | 79.9 | 84.5 | 506 | 554 | 26.7 | 26.0 | 54.7 | 56.9 | 2.25 | 2.35 | 1.45 | 1.43 |
| July----- | 76.2 | 85.5 | 479 | 558 | 26.9 | 26.0 | 53.5 | 57.7 | 2.23 | 2.31 | 1.43 | 1.46 |
| August----- | 82.7 | 88.0 | 520 | 574 | 26.8 | 26.1 | 55.7 | 58.7 | 2.31 | 2.36 | 1.44 | 1.45 |
| September----- | 87.8 | 91.1 | 552 | 595 | 26.8 | 25.8 | 58.0 | 59.9 | 2.36 | 2.40 | 1.43 | 1.43 |
| October----- | | 88.2 | | 573 | | 25.4 | | 58.9 | | 2.24 | | 1.49 |
| November----- | | 88.5 | | 575 | | 26.0 | | 60.0 | | 2.24 | | 1.46 |
| December----- | | 91.8 | | 597 | | 26.7 | | 60.0 | | 2.37 | | 1.47 |
| January----- | | 94.6 | | 614 | | 26.7 | | 58.7 | | 2.46 | | 1.46 |
| February----- | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ |
| March----- | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ | | 1/ |

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, September 1954

| Type | Percentage of all families buying any type | Quantity purchased | | | Average price paid per unit | |
|----------------|--|----------------------------|--------------|-------------------------|-----------------------------------|-------|
| | | Average per purchase | Total | Per 1,000 population | | |
| | | Ounces | 1,000 pounds | Pounds | Unit | Cents |
| Natural | | | | | | |
| American | x | 13.5 | 16,140 | 101.5 | Lb. | 62.0 |
| Swiss | x | 10.5 | 3,520 | 22.2 | Lb. | 74.2 |
| Cream | x | 5.7 | 2,790 | 17.5 | 3 oz. | 14.2 |
| Other | x | 8.7 | 2,950 | 18.5 | Lb. | 77.2 |
| Processed | | | | | | |
| Cheese | x | 10.9 | 10,460 | 65.7 | Lb. | 60.1 |
| Cheese food | x | 22.3 | 8,090 | 50.8 | Lb. | 45.5 |
| Cheese spread | x | 14.2 | 6,000 | 37.7 | Lb. | 51.9 |
| | <u>1/</u> 58.9 | | | | | |
| Cottage cheese | -- | 15.7 | 31,720 | 199.4 | 12 oz. | 21.1 |

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | | | | Average price paid | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|--------------------|-------|----------|-------|
| | | | | | Per pound | | Per 3 oz | |
| | American | Swiss | Cream | Other | American | Swiss | Other | Cream |
| | | | | | | | | |
| | 1,000 pounds | 1,000 pounds | 1,000 pounds | 1,000 pounds | Cents | Cents | Cents | Cents |
| 1954 | | | | | | | | |
| April | 14,910 | 3,180 | 3,390 | 3,320 | 63.6 | 78.0 | 75.5 | 14.1 |
| May | 15,310 | 2,950 | 3,460 | 3,590 | 63.0 | 76.8 | 77.4 | 14.3 |
| June | 13,910 | 3,580 | 2,880 | 2,860 | 62.3 | 75.4 | 74.4 | 14.3 |
| July | 14,160 | 3,120 | 2,500 | 2,950 | 63.0 | 75.0 | 74.0 | 14.4 |
| August | 15,010 | 2,940 | 2,310 | 2,940 | 62.9 | 75.1 | 76.1 | 14.4 |
| September | 16,140 | 3,520 | 2,790 | 2,950 | 62.0 | 74.2 | 77.2 | 14.2 |

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | | | Average price paid per pound | | |
|----------------------|-----------------|-----------------|-----------------|------------------------------|--------|---------|
| | Processed | Cheese | Cheese | Processed | Cheese | Cheese |
| | cheese | foods | spreads | cheese | foods | spreads |
| | | | | | | |
| | 1,000 pounds | 1,000 pounds | 1,000 pounds | Cents | Cents | Cents |
| 1954 | | | | | | |
| April | 10,740 | 9,110 | 5,670 | 60.9 | 47.1 | 57.9 |
| May | 10,670 | 9,020 | 6,290 | 60.6 | 45.8 | 52.0 |
| June | 10,330 | 9,420 | 5,450 | 61.2 | 45.8 | 54.3 |
| July | 9,900 | 7,960 | 5,170 | 61.5 | 46.7 | 53.9 |
| August | 9,940 | 7,580 | 5,710 | 61.2 | 46.6 | 51.9 |
| September | 10,460 | 8,090 | 6,000 | 60.1 | 45.5 | 51.9 |

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week periods

| Year and month | Purchases | Average price paid | |
|----------------------|-------------------------|--------------------------------------|-------------------------------------|
| | | Per 12 oz. unit for all purchases | Per actual 12 oz. unit purchases |
| | <u>1,000 pounds</u> | <u>Cents</u> | <u>Cents</u> |
| 1954 | | | |
| April | 37,370 | 21.2 | 22.7 |
| May | 36,020 | 21.2 | 22.5 |
| June | 35,600 | 21.0 | 22.7 |
| July | 34,300 | 20.9 | 22.7 |
| August | 32,820 | 21.2 | 23.0 |
| September | 31,720 | 21.1 | 22.8 |

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

| Year and month | Quantity purchased | | | Average price paid | |
|----------------------|----------------------------|---------------------|-------------------------|--------------------------------|---|
| | Average per purchase | Total | Per 1,000 population | Per pound for all purchases | Per actual 1-pound unit purchases |
| | <u>Ounces</u> | <u>1,000 pounds</u> | <u>Pounds</u> | <u>Cents</u> | <u>Cents</u> |
| 1954 | | | | | |
| April | 21.1 | 11,080 | 70.2 | 38.1 | 36.7 |
| May | 21.1 | 10,880 | 68.9 | 37.8 | 36.1 |
| June | 22.6 | 9,560 | 60.5 | 37.3 | 35.4 |
| July | 23.5 | 9,560 | 60.1 | 36.4 | 34.8 |
| August | 22.6 | 9,410 | 59.1 | 35.5 | 33.7 |
| September | 22.0 | 9,910 | 62.3 | 36.7 | 34.1 |

Source: National Consumer Panel of Market Research Corporation of America.

